

Shared Framework Title	Global Norm on Drones and Targeted Killings
Amount Requested	\$35,000 for a survey of US public opinion to test effective messaging on the use and misuse of armed drone strikes
Detail on Amount Requested (Optional)	The amount would cover a consultancy with a polling firm to draft the questions, field the poll, write the analysis, and conduct two to three briefings with OSF grantees and partners and with officials on the results.
Background (Optional)	
Summary of Plans and Relation to Overall Shared Framework Goals (100 words)	We want to use polling data to show senior USG officials that there is a path forward to building public support for ideas that might seem, for now, politically unpalatable. We also want to give them the language to use to build support for more transparency and redress for civilian harm. We also want to inform and improve messaging in our direct advocacy work together with our partners and grantees.
Activities Proposed (500 words)	OSF-DC would hire a polling firm (we have several in mind) in consultation with others in the Drones SF. Together, we would come up with questions that test not only general approval/disapproval but also messages. There is a lack of polling data and no testing of messaging that we know of. Between June 2014 and May 2015, there were seven polls about drones conducted by four different polling firms. Those polls only test the popularity of armed drones strikes. There is little nuance in those polls.
Summary for Board Reports (100 words)	OSF-DC seeks \$35,000 to hire a polling firm to conduct a survey of U.S. public opinion on the use and misuse of armed drone strikes. Our goals are twofold. First, we want to show senior U.S. government officials how to talk about changes to armed drone policies. Second, we want to inform and improve messaging with our grantees and partners who are working toward our shared goals. The amount requested also includes funding for the polling firm to conduct two to three briefings with key stakeholders on the results.
Collaborating Programs within OSF and essential partners or grantees	US Programs, Drones SF Advisory Group, and a polling firm to be determined
Contributions expected from Collaborating Programs (250 words)	Collaborating programs could provide insight into the structure of the poll, including some questions that we might ask, messages that we might test, and other aspects and nuances of the policy debate over armed drone strikes.

Statement of who within OSF would guide the work	Jonathan Kaplan, the communications officer for the Washington advocacy staff, Wendy Patten, senior policy advisor, OSF Washington, and Lisa Magarrell, Campaign Manager, USP/NSHR, would guide the work.
---	---

Approver (Lead) <i>(See list on Reserve Funds KARL)</i>	Name James Goldston
	Date 30 March 2016
Approved	
Approver (Lead) Notes / Comments (Optional) <i>(To be completed by approver only)</i>	
Urgency level for grant approval & payments	<input checked="" type="checkbox"/> Not Rapid Response <input type="checkbox"/> Rapid Response <i>(See procedure on KARL)</i>
If approved, where to allocate the budget? <i>(If the budget is split between multiple programs, please copy/paste this section as needed.)</i>	Amount \$35,000
	Category of Work RSRS000 Shared Framework Lethal Drones and Targeted Killings
	Division/Program Code 51265
	Entity (i.e., FPOS, ZUG) OSI
	Fund Class (i.e., Lobbying/Non-Lobbying) Non-lobbying
	Geography (of benefit) United States